

'Rise and yalnun' with DHUWA coffee a perfect brew in any language

DHUWA - pronounced "Dee:Wah" and meaning to feel alive in Bidjara language - is Australia's Indigenous-owned coffee brand, roasted in partnership with Griffiths Bros Coffee Roasters and now available nationwide at Woolworths stores.

Proud Mununjali Palawa man and DHUWA Co-founder Shawn Andrews said the Supply Nation* registered brand delivers premium coffee with a conscience to home baristas.

"As a modern Indigenous-owned, managed, and controlled business, we believe a great cup of coffee connects us as we share stories, build bonds, and nourish relationships. We call it 'reconciliation in a cup'," Shawn says.

"DHUWA celebrates Indigenous people and their cultures, including the three-hundred-plus languages they speak. It's a reconciliation ecosystem in itself, from the coffee we create, the people we celebrate, and the opportunities we bring to other Indigenous people.

"The bigger picture behind DHUWA is to create a successful coffee enterprise that is soon able to train and employ Indigenous people and in so doing, contribute to their communities.

"It made sense to pair the oldest culture in the world with Australia's oldest coffee roaster to bring customers a fantastic way to kick start their day."

Griffiths Bros Coffee Roasters Managing Director Peter Patisteas said he was thrilled that DHUWA had selected them to help bring the product to life.

"Coffee is a luxury that people won't compromise on. DHUWA was founded over a shared passion of rich traditions, great coffee and good cause. For those reasons we take this partnership very seriously," Peter says.

"We know from our 140-year provenance is that coffee is synonymous with conversation and community. The partnership with DHUWA has been a way for us to join in and start opening up conversations with non-Indigenous Australians.

"Feedback from retailers has been overwhelmingly positive. As the first Indigenous-owned coffee brand available at a major supermarket, it's a good opportunity to provide broad access for people who not only enjoy a good cup of coffee, but who have an interest in a more equitable society for everyone."

Five per cent of every DHUWA Coffee product sold in Woolworths is donated to charity partner Dreaming Futures which supports Aboriginal and Torres Strait Islander children in out of home care to experience Country, culture and connection.

Proudly Australian, DHUWA's premium beans are crafted into its coffee in Naarm on Wurundjeri country within the Kulin nations. The beans are sourced from the finest producers in the world including Brazil, Colombia, India and Ethiopia as well as Indonesia and Papua New Guinea.

The DHUWA coffee range comes in three different blends:

First Light – a light roast sourced from Brazil, Indonesia, India and Colombia, with toffee apple, butterscotch and cocoa flavours.

This lighter blend is perfect for people using a filter method, who enjoy a light and bright black coffee.

RRP: Ground coffee 250g \$10; coffee beans 500g \$20.

Kickstart – a medium roast sourced from Brazil, India, Papua New Guinea and Indonesia, with caramel sweetness, jammy plum and chocolate notes.

This blend is perfect for a morning latte or an espresso to start your day the right way.

RRP: Ground coffee 250g \$10; coffee beans 500g \$20 or 1kg \$30.

Bigshot – a dark roast sourced from Brazil, Papua New Guinea, Indonesia and Ethiopia, delivering a milk chocolate and nutty cup with a vanilla finish.

Rich and full-bodied, this bold blend cuts through milk for a strong latte.

RRP: Ground coffee 250g \$10; coffee beans 500g \$20 or 1kg \$30.

DHUWA available at Woolworths stores nationwide. Range may vary between stores.



-ENDS-

NOTES:

Rise and yalnun – For tens of thousands of years, the Yugambah people from Southeast Queensland and the Northern Rivers have referred to sunshine as yalnun.

DHUWA is driven by sustainable practices – Bags are labelled in line with @planetark Australasian Recycling Label (ARL) that provides consumers with easy-to-understand recycling information when they need it most. Our coffee bag packaging is recyclable in Australia through the REDcycle Program which ensures that our packing can be reused to produce new products including asphalt, signs and outdoor furniture.

Simply take your empty DHUWA bags to your local Woolworths store or find your nearest drop-off location by visiting redcycle.net.au

***Supply Nation** certification pending due to covid restrictions.

For more information, images or interviews, please contact:

Chriss Mannix
Soda Communications
E: chriss@sodacommunications.com.au
Tel: 0418 408 035

Sophie Hornsey
Soda Communications
E: sophie@sodacommunications.com.au
T: 0400 844 251

DHUWA CO
WURUNDJERI COUNTRY
10-11 ROSEMARY COURT
MULGRAVE VIC 3170



DHUWACO.COM.AU



dreaming
futures